

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

<u>Contract / Revision</u> 582746 /		<u>Alt Order #</u> 09838785
<u>Product</u> American Crossroads		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 1135
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 10/12/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 230.60
<u>IDB#</u> 8433	<u>Advertiser Code</u> 11	<u>Product Code</u> 27
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	10/23/12	10/23/12	M-F 5a-530a	5a-530a		:30				NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$725.00	1.90			
N 2	6	10/24/12	10/24/12	M-F 5a-530a	5a-530a		:30				NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$725.00	1.90			
N 3	6	10/25/12	10/25/12	M-F 5a-530a	5a-530a		:30				NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$725.00	1.90			
N 4	6	10/26/12	10/26/12	M-F 5a-530a	5a-530a		:30				NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$725.00	1.90			
N 5	6	10/29/12	10/29/12	M-F 5a-530a	5a-530a		:30				NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$725.00	1.90			
N 6	6	10/23/12	10/23/12	M-F 530a-6a	530a-6a		:30				NM	1	\$865.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$865.00	2.30			
N 7	6	10/24/12	10/24/12	M-F 530a-6a	530a-6a		:30				NM	1	\$865.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$865.00	2.30			
N 8	6	10/25/12	10/25/12	M-F 530a-6a	530a-6a		:30				NM	1	\$865.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$865.00	2.30			
N 9	6	10/26/12	10/26/12	M-F 530a-6a	530a-6a		:30				NM	1	\$865.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$865.00	2.30			
N 10	6	10/29/12	10/29/12	M-F 530a-6a	530a-6a		:30				NM	1	\$865.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$865.00	2.30			
N 11	6	10/23/12	10/23/12	M-F 9a-10a	9a-10a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$500.00	2.50			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
582746 /	09838785

Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	American Crossroads	1135

Advertiser	Original Date / Revision
American Crossroads	10/12/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 12	6	10/24/12	10/24/12	M-F 9a-10a	9a-10a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$500.00	2.50			
N 13	6	10/25/12	10/25/12	M-F 9a-10a	9a-10a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$500.00	2.50			
N 14	6	10/26/12	10/26/12	M-F 9a-10a	9a-10a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$500.00	2.50			
N 15	6	10/29/12	10/29/12	M-F 9a-10a	9a-10a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$500.00	2.50			
N 16	6	10/23/12	10/23/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$450.00	2.50			
N 17	6	10/24/12	10/24/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$450.00	2.50			
N 18	6	10/25/12	10/25/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$450.00	2.50			
N 19	6	10/26/12	10/26/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$450.00	2.50			
N 20	6	10/29/12	10/29/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$450.00	2.50			
N 21	6	10/23/12	10/23/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$485.00	2.70			
N 22	6	10/24/12	10/24/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$485.00	2.70			
N 23	6	10/25/12	10/25/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$485.00	2.70			
N 24	6	10/26/12	10/26/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$485.00	2.70			
N 25	6	10/29/12	10/29/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$485.00	2.70			
N 26	6	10/23/12	10/23/12	M-F 3p-330p	3p-330p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$200.00	1.40			
N 27	6	10/24/12	10/24/12	M-F 3p-330p	3p-330p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$200.00	1.40			
N 28	6	10/25/12	10/25/12	M-F 3p-330p	3p-330p		:30				NM	1	\$200.00

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	American Crossroads	1135

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads	10/12/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount																												
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Week: 10/22/12	10/28/12	---T---	1	\$200.00	1.40																																				
N 29	6	10/26/12	10/26/12	M-F 3p-330p	3p-330p		:30				NM	1	\$200.00																												
<table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>----F--</td><td>1</td><td>\$200.00</td><td>1.40</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	----F--	1	\$200.00	1.40								
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Week: 10/22/12	10/28/12	----F--	1	\$200.00	1.40																																				
N 30	6	10/29/12	10/29/12	M-F 3p-330p	3p-330p		:30				NM	1	\$200.00																												
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Week: 10/29/12	11/04/12	M-----	1	\$200.00	1.40																																				
N 31	6	10/23/12	10/23/12	M-F 5p-530p	5p-530p		:30				NM	1	\$1,100.00																												
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Week: 10/22/12	10/28/12	-T-----	1	\$1,100.00	2.60																																				
N 32	6	10/24/12	10/24/12	M-F 5p-530p	5p-530p		:30				NM	1	\$1,100.00																												
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N 33	6	10/25/12	10/25/12	M-F 5p-530p	5p-530p		:30				NM	1	\$1,100.00																												
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Week: 10/22/12	10/28/12	---T---	1	\$1,100.00	2.60																																				
N 34	6	10/26/12	10/26/12	M-F 5p-530p	5p-530p		:30				NM	1	\$1,100.00																												
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Week: 10/22/12	10/28/12	----F--	1	\$1,100.00	2.60																																				
N 35	6	10/29/12	10/29/12	M-F 5p-530p	5p-530p		:30				NM	1	\$1,100.00																												
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Week: 10/29/12	11/04/12	M-----	1	\$1,100.00	2.60																																				
N 36	6	10/23/12	10/23/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,000.00																												
<table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>-T-----</td><td>1</td><td>\$1,000.00</td><td>2.70</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	-T-----	1	\$1,000.00	2.70								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																				
Week: 10/22/12	10/28/12	-T-----	1	\$1,000.00	2.70																																				
N 37	6	10/24/12	10/24/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,000.00																												
<table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>--W----</td><td>1</td><td>\$1,000.00</td><td>2.70</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	--W----	1	\$1,000.00	2.70								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																				
Week: 10/22/12	10/28/12	--W----	1	\$1,000.00	2.70																																				
N 38	6	10/25/12	10/25/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,000.00																												
<table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>---T---</td><td>1</td><td>\$1,000.00</td><td>2.70</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	---T---	1	\$1,000.00	2.70								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																				
Week: 10/22/12	10/28/12	---T---	1	\$1,000.00	2.70																																				
N 39	6	10/26/12	10/26/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,000.00																												
<table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>----F--</td><td>1</td><td>\$1,000.00</td><td>2.70</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	----F--	1	\$1,000.00	2.70								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																				
Week: 10/22/12	10/28/12	----F--	1	\$1,000.00	2.70																																				
N 40	6	10/29/12	10/29/12	M-F 530p-6p	530p-6p		:30				NM	1	\$1,000.00																												
<table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/29/12</td><td>11/04/12</td><td>M-----</td><td>1</td><td>\$1,000.00</td><td>2.70</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/29/12	11/04/12	M-----	1	\$1,000.00	2.70								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																				
Week: 10/29/12	11/04/12	M-----	1	\$1,000.00	2.70																																				
N 41	6	10/23/12	10/23/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,150.00																												
<table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>-T-----</td><td>1</td><td>\$1,150.00</td><td>2.60</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	-T-----	1	\$1,150.00	2.60								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																				
Week: 10/22/12	10/28/12	-T-----	1	\$1,150.00	2.60																																				
N 42	6	10/24/12	10/24/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,150.00																												
<table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>--W----</td><td>1</td><td>\$1,150.00</td><td>2.60</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	--W----	1	\$1,150.00	2.60								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																				
Week: 10/22/12	10/28/12	--W----	1	\$1,150.00	2.60																																				
N 43	6	10/25/12	10/25/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,150.00																												
<table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>---T---</td><td>1</td><td>\$1,150.00</td><td>2.60</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	---T---	1	\$1,150.00	2.60								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																				
Week: 10/22/12	10/28/12	---T---	1	\$1,150.00	2.60																																				
N 44	6	10/26/12	10/26/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,150.00																												
<table> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>----F--</td><td>1</td><td>\$1,150.00</td><td>2.60</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	----F--	1	\$1,150.00	2.60								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																				
Week: 10/22/12	10/28/12	----F--	1	\$1,150.00	2.60																																				

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #
582746 /	09838785

Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	American Crossroads	1135

Advertiser	Original Date / Revision
American Crossroads	10/12/12 / 10/25/12

												Totals	
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 45	6	10/29/12	10/29/12	M-F 6p-630p	6p-630p		:30				NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,150.00	2.60			
N 46	6	10/23/12	10/23/12	M-F 9-930p	9p-930p		:30				NM	13	\$10,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$2,350.00	5.80			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	6	10/22/12-10/28/12		M-F 9-930p	9p-930p	-Tu-----	:30		\$2,350.00	5.80	NM		
See MG 46.2,46.3,46.4,46.5,46.6,46.7,46.8,46.9,46.10,46.11,46.12,46.13,46.14													
2	6	10/26/12-10/26/12		M-F 10-11a	10-11a	-----F----	:30		\$500.00	2.90	NM		
Ⓜ MG for 47.1,48.1,67.1,50.1,46.1													
3	6	10/26/12-10/26/12		M-F 4p-430p	4p-430p	-----F----	:30		\$650.00	2.50	NM		
Ⓜ MG for 47.1,48.1,67.1,50.1,46.1													
4	6	10/26/12-10/26/12		M-F 430p-5p	430p-5p	-----F----	:30		\$700.00	2.50	NM		
Ⓜ MG for 47.1,48.1,67.1,50.1,46.1													
5	6	10/26/12-10/26/12		M-F 10p-1035p	10p-1035p	-----F----	:30		\$2,350.00	7.00	NM		
6	6	10/27/12-10/27/12		Sa 630-7a	630-7a	-----Sa--	:30		\$400.00	2.00	NM		
Ⓜ MG for 47.1,48.1,67.1,50.1,46.1													
7	6	10/27/12-10/27/12		Sa 1230p-1p	1230p-1p	-----Sa--	:30		\$400.00	1.50	NM		
Ⓜ MG for 47.1,48.1,67.1,50.1,46.1													
8	6	10/27/12-10/27/12		Sa 1-2p	1-2p	-----Sa--	:30		\$400.00	1.50	NM		
Ⓜ MG for 47.1,48.1,67.1,50.1,46.1													
9	6	10/29/12-10/29/12		M-F 10-11a	10-11a	M-----	:30		\$500.00	2.90	NM		
Ⓜ MG for 47.1,48.1,67.1,50.1,46.1													
10	6	10/29/12-10/29/12		M-F 4p-430p	4p-430p	M-----	:30		\$650.00	2.50	NM		
Ⓜ MG for 47.1,48.1,67.1,50.1,46.1													
11	6	10/29/12-10/29/12		M-F 430p-5p	430p-5p	M-----	:30		\$700.00	2.50	NM		
Ⓜ MG for 47.1,48.1,67.1,50.1,46.1													
12	6	10/28/12-10/28/12		Su 7a-8a	7a-8a	-----Su	:30		\$1,000.00	3.50	NM		
Ⓜ MG for 47.1,48.1,67.1,50.1,46.1													
13	6	10/29/12-10/29/12		M-F 11a-1130a FOX 6 News	11a-1130a	M-----	:30		\$1,000.00	5.80	NM		
Ⓜ MG for 47.1,48.1,67.1,50.1,46.1													
14	6	10/29/12-10/29/12		M-F 1130a-12p FOX 6 News	1130a-12p	M-----	:30		\$1,000.00	5.80	NM		
Ⓜ MG for 47.1,48.1,67.1,50.1,46.1													
N 47	6	10/24/12	10/24/12	M-F 9-930p	9p-930p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$2,350.00	5.80			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	6	10/22/12-10/28/12		M-F 9-930p	9p-930p	---W-----	:30		\$2,350.00	5.80	NM		
See MG 46.2,46.3,46.4,46.5,46.6,46.7,46.8,46.9,46.10,46.11,46.12,46.13,46.14													
N 48	6	10/25/12	10/25/12	M-F 9-930p	9p-930p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$2,350.00	5.80			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	6	10/22/12-10/28/12		M-F 9-930p	9p-930p	---Th-----	:30		\$2,350.00	5.80	NM		
See MG 46.2,46.3,46.4,46.5,46.6,46.7,46.8,46.9,46.10,46.11,46.12,46.13,46.14													
N 49	6	10/26/12	10/26/12	M-F 9-930p	9p-930p		:30				NM	1	\$2,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$2,350.00	5.80			
N 50	6	10/29/12	10/29/12	M-F 9-930p	9p-930p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,350.00	5.80			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
582746 /	09838785

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	American Crossroads	1135

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads	10/12/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>													
1	6	10/29/12-11/04/12		M-F 9-930p	9p-930p	M-----	:30		\$2,350.00	5.80	NM		
See MG 46.2, 46.3, 46.4, 46.5, 46.6, 46.7, 46.8, 46.9, 46.10, 46.11, 46.12, 46.13, 46.14													
N 51	6	10/23/12	10/23/12	M-F 930-10p	930p-10p		:30				NM	1	\$2,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$2,300.00 6.00													
N 52	6	10/24/12	10/24/12	M-F 930-10p	930p-10p		:30				NM	1	\$2,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$2,300.00 6.00													
N 53	6	10/25/12	10/25/12	M-F 930-10p	930p-10p		:30				NM	1	\$2,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$2,300.00 6.00													
N 54	6	10/26/12	10/26/12	M-F 930-10p	930p-10p		:30				NM	1	\$2,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$2,300.00 6.00													
N 55	6	10/29/12	10/29/12	M-F 930-10p	930p-10p		:30				NM	1	\$2,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$2,300.00 6.00													
N 56	6	10/23/12	10/23/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$2,100.00 5.10													
N 57	6	10/24/12	10/24/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$2,100.00 5.10													
N 58	6	10/25/12	10/25/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$2,100.00 5.10													
N 59	6	10/26/12	10/26/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$2,100.00 5.10													
N 60	6	10/29/12	10/29/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$2,100.00 5.10													
N 61	6	10/23/12	10/23/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$600.00 3.60													
N 62	6	10/24/12	10/24/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$600.00 3.60													
N 63	6	10/25/12	10/25/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$600.00 3.60													
N 64	6	10/26/12	10/26/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$600.00 3.60													
N 65	6	10/29/12	10/29/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$600.00 3.60													
N 66	6	10/27/12	10/27/12	Sa 7a-8a	7a-8a		:30				NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u>	<u>Alt Order #</u>
582746 /	09838785

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	American Crossroads	1135

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads	10/12/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Totals Amount	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 10/22/12 10/28/12 -----S- 1 \$400.00 2.40														
N 67 6		10/28/12	10/28/12	Su 530p-6p News	530-6p		:30				NM	0	\$0.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>														
Week: 10/22/12 10/28/12 -----S 1 \$850.00 20.30														
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1 6		10/22/12-10/28/12		Su 530p-6p News	530-6p	-----Su	:30		\$850.00	20.30	NM			
See MG 46.2,46.3,46.4,46.5,46.6,46.7,46.8,46.9,46.10,46.11,46.12,46.13,46.14														
Totals										230.60			75	\$70,375.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	58	\$55,050.00	\$46,792.50
10/29/12 - 10/29/12	17	\$15,325.00	\$13,026.25
Totals	75	\$70,375.00	\$59,818.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/19/12 Steph Mung
Date Signature

703-299-1760

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature

Printed Name

Title



CROSSROADS MEDIA, LLC
MEDIA ACCOUNT
66 CANAL CENTER PLAZA
SUITE 500
ALEXANDRIA, VA 22314



68-525/560

VIRGINIA COMMERCE BANK
ALEXANDRIA,
VA

33572

10/19/2012

PAY TO THE
ORDER OF

WITI-TV

\$ **59,818.75

Fifty-Nine Thousand Eight Hundred Eighteen and 75/100*****

DOLLARS

WITI-TV
9001 North Green Bay Road
Milwaukee, WI 53209

[Signature]

MEMO

AmerCross WI Sen 10/24-10/30/12

TWO SIGNATURES REQUIRED OVER \$10,000.00

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈033572⑈ ⑈056005253⑈

⑈2006 3288⑈

CROSSROADS MEDIA, LLC
MEDIA ACCOUNT
WITI-TV

33572

10/19/2012

AmerCross WI Sen 10/24-10/30/12

59,818.75

*order
582746*

Media Account

AmerCross WI Sen 10/24-10/30/12

59,818.75